



1/8

FIG. 1

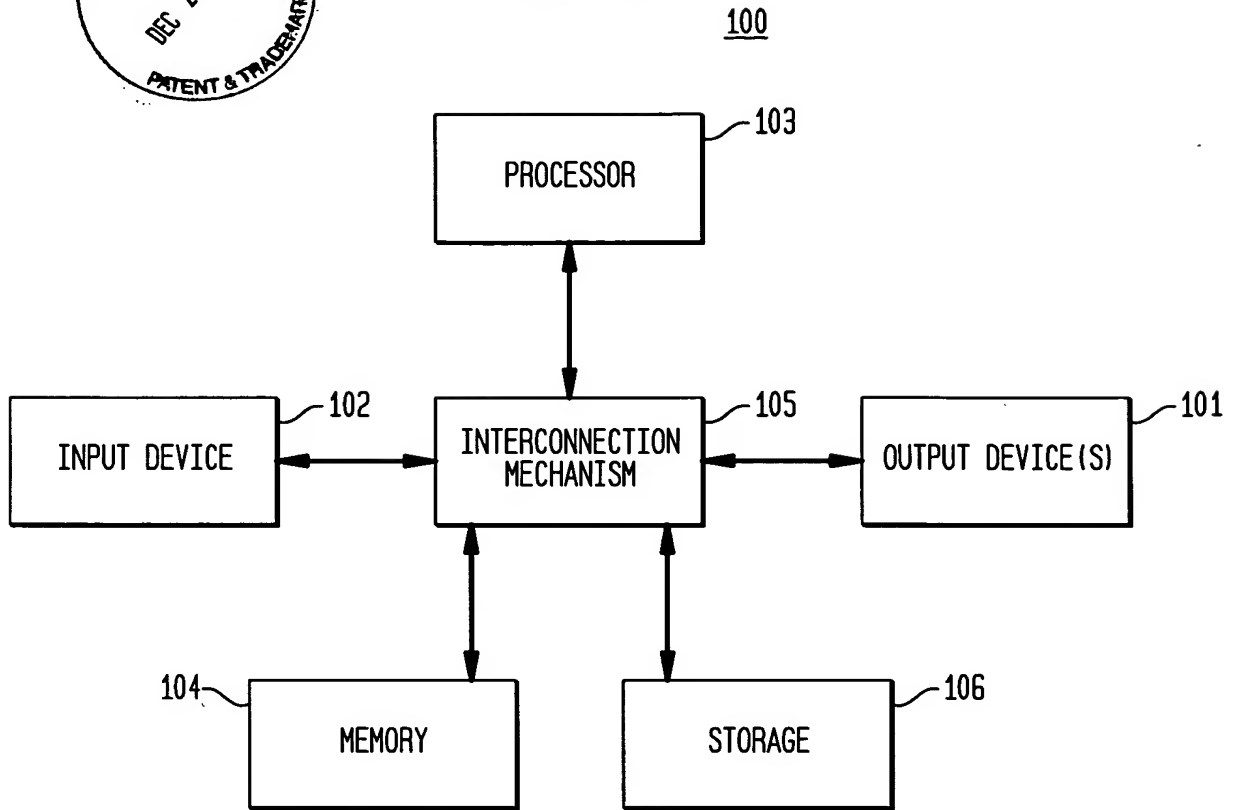


FIG. 2

106

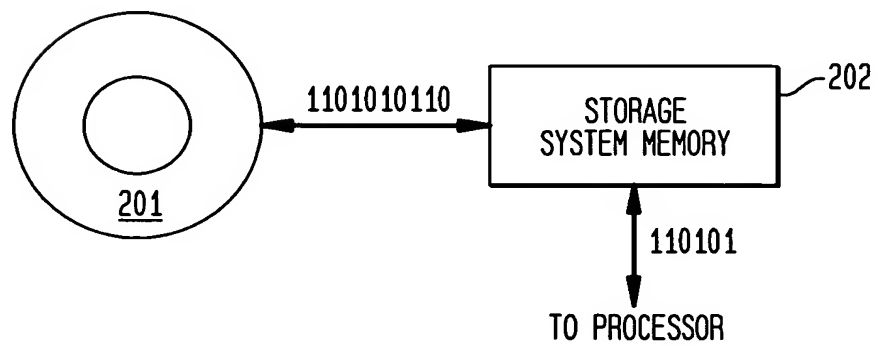


FIG. 3

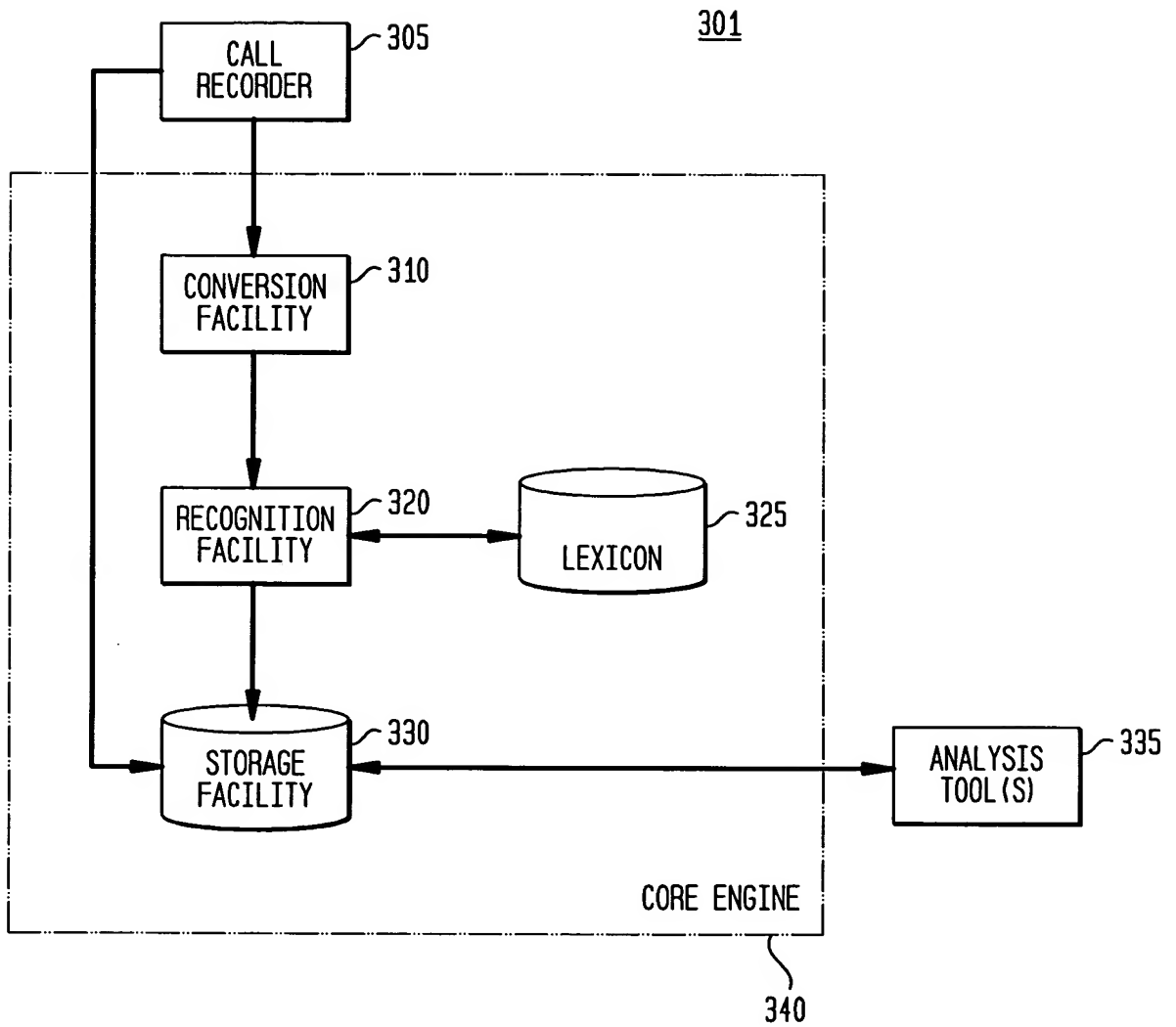


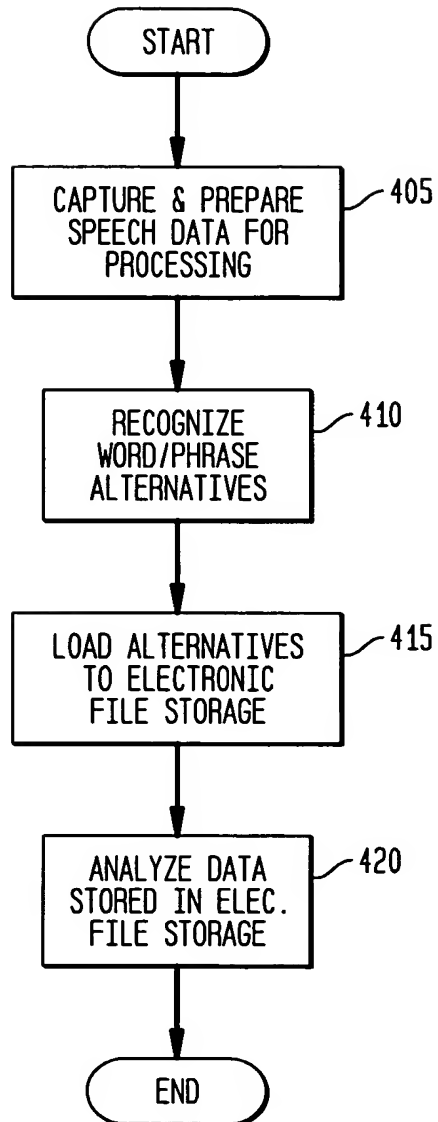
FIG. 4

FIG. 5

500

510

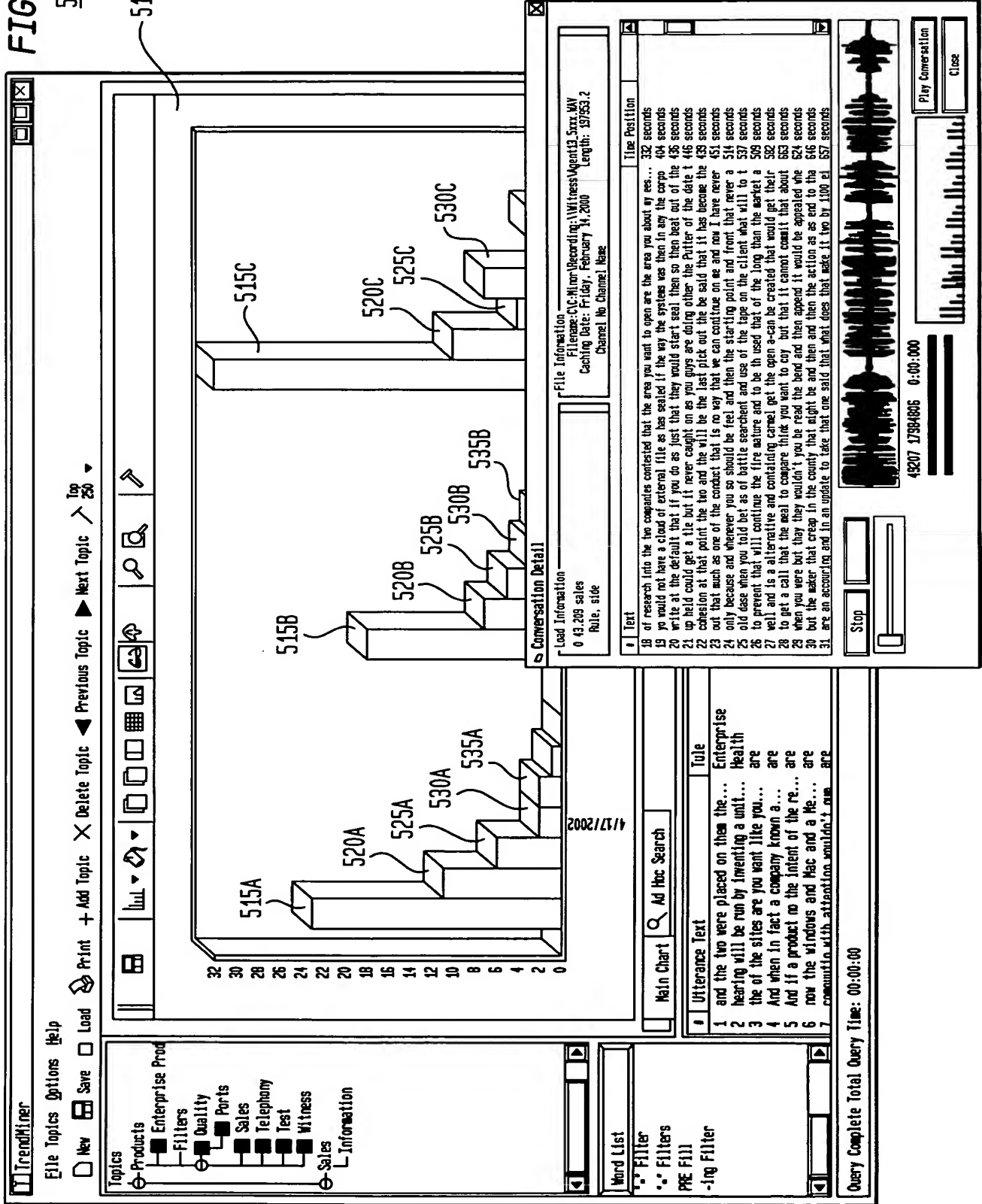


FIG. 6

Define Scores and Segmentations 600 615

☐ Scores
☒ A+ Sections
☐ Segmentation Form
☐ Verification
☐ Identified Sell
☐ Closing - Branded
☐ Access Permitted
☐ Verified Addresses
☐ Segmentation
☐ Mix Report
☐ Sales Calls
☒ Sale Made

☐ A+ Scores
☒ Questions
☒ Segmentations
☒ Buckets
☒ Patterns
☐ Options

ID: 4
 Bucket Name: Sale Made 621
 Threshold: 1.0 623
 Evaluate this Bucket if the Following Bucket is Satisfied 625
 <None Selected> 621

Patterns
 Name: 631
 Regular Expression: 633
 Weighting: 0.0 639
 Add Pattern 635
 Remove Pattern 637

Name: 640A
 Regular Expression: 640B
 Weighting: 640C

Mastercard	mastercard	.7
Expiration	expiration	.8
Credit Card	credit card	.4
CC Please	credit card number please	1.0
book flight	book \w{0,3}flight	1.0

Save Bucket 651
 Reset 653

0%

FIG. 7

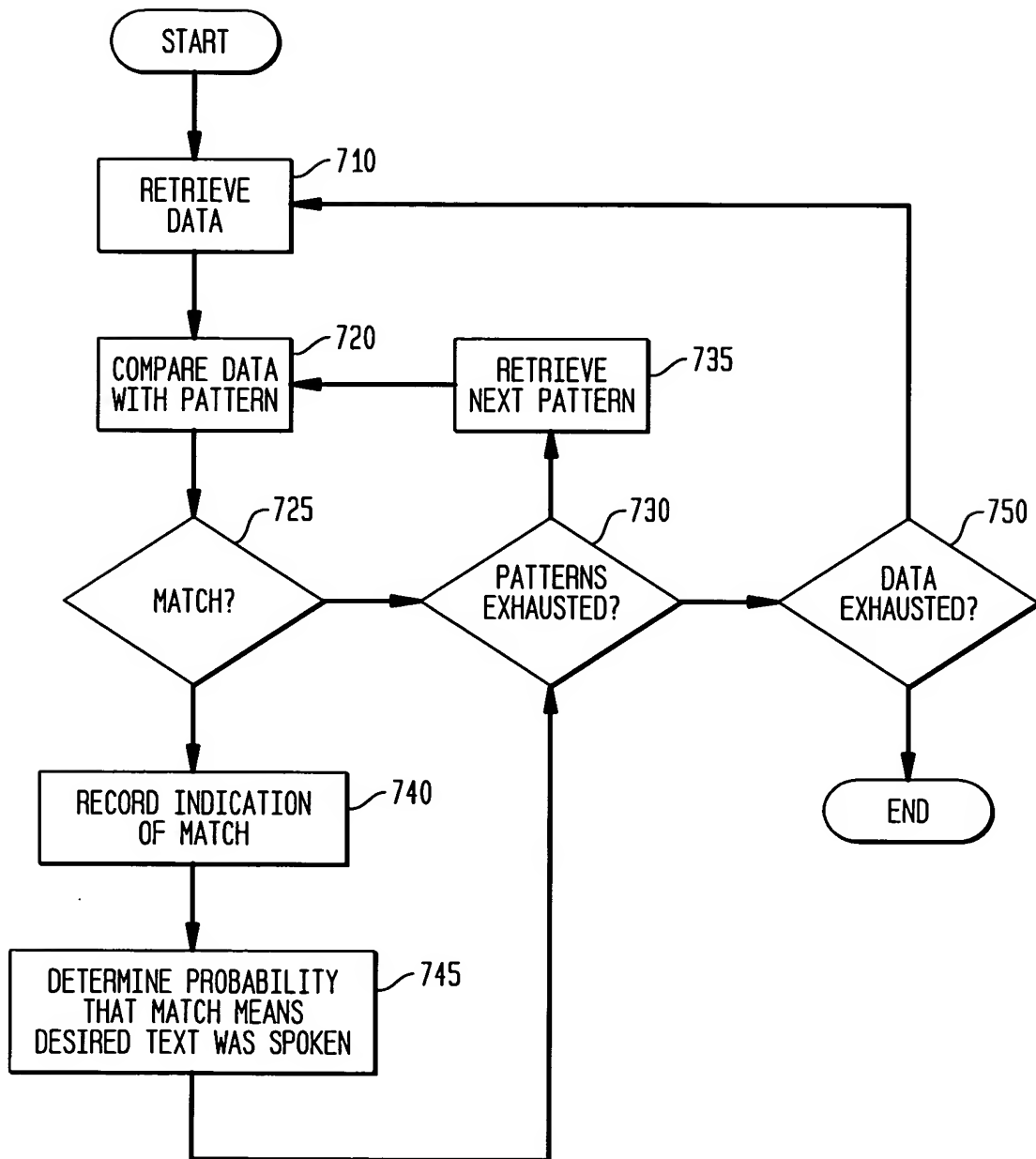


FIG. 8

800

801

805

810

Microsoft Office Excel 2003 Beta - Call Mix-June03.xls									
Next Previous Zoom Print Setup... Margins Page Book Preview Close Help									
Continental Airlines									
International Call Mix Survey									
Jun-03									
SALES CALLS									
POTENTIAL SALE									
Sale Made									
Sale Not Made									
	NHC	SLC	TPA				System		
							Total		
	0	NA	75	49.02%	29	42.65%	104	47.00%	
	0	NA	78	50.98%	39	57.35%	117	52.84%	
Sales Subtotal	0				58		2.21		
TICKETING									
E-TKT Accepted	0	NA	19	25.33%	3	10.34%	22	21.15%	
E-TKT Declined	0	NA	42	50.00%	5	17.24%	47	45.38%	
E-TKT Not Offered	0	NA	0	8.00%	3	10.34%	9	3.65%	
	0		57		11		78		
E-TKT Not Applicable	0	NA	5	0.07%	1	3.45%	6	5.77%	
TBM/TBE Offered	0	NA	0	NA	0	NA	0	NA	
SALES PERFORMANCE									
% of Sales Opportunities		NA		23.79%		38.58%		21.17%	
% of Booking vs. Opportunities		NA		49.02%		42.63%		47.00%	
% of Bookings vs. TTL Sample		NA		11.55%		7.23%		3.95%	
REWARD RESERVATIONS									
REWARD BOOKING									
Sale Made	0	NA	35	72.92%	10	55.53%	45	65.15%	
Sale Not Made	0	NA	13	27.06%	8	44.44%	21	31.32%	
Reward Subtotal	0						68		
REWARD TICKETING									
E-TKT Accepted	0	NA	10	22.67%	0	NA	10	22.22%	
E-TKT Declined	0	NA	21	60.00%	3	10.00%	34	53.33%	
E-TKT Not Offered	0	NA	1	2.38%	0	NA	1	2.22%	
	0		32		3		35		
E-TKT Not Applicable	0	NA	1	2.53%	4	40.00%	5	11.11%	
TBM/TBE Offered	0	NA	1	2.69%	1	10.00%	2	4.44%	
REWARD SALES PERFORMANCE									
% of Reward Opportunities		NA		7.47%		4.48%		0.32%	
INFORMATION CALLS									
Fifo	0	NA	22	3.42%	20	4.59%	42	4.02%	
Modification Cancellation	0	NA	119	18.51%	69	17.21%	185	18.01%	
Reconfirmation	0	NA	64	9.58%	68	14.45%	122	11.09%	
Seat Assignment	0	NA	18	2.43%	18	3.93%	32	3.07%	
Tickating	0	NA	42	5.53%	23	8.68%	70	6.70%	
OnePass Other	0	NA	23	3.89%	18	4.49%	43	4.12%	
Upgrades	0	NA	41	6.38%	18	4.43%	59	5.55%	
Receipt Request	0	NA	24	3.75%	12	2.99%	36	3.45%	
Travel Agency	0	NA	19	2.85%	7	1.76%	25	1.43%	
Policy and Procedures	0	NA	35	5.81%	24	5.83%	62	5.24%	
Other	0	NA	32	4.98%	45	11.22%	77	7.36%	
Info Subtotal	0	NA	442	68.74%	315	13.44%	757	72.53%	
TOTAL CALLS MONT ORED	Total	0	640		401		1044		

FIG. 9

